Attribution Modelling In Google Analytics And Beyond

A practical and concise resource that makes sense of the complex, constantly changing world of digital marketing by approaching it from the perspective that everything starts with a solid plan. Designed for business managers to use as a reference to shape and lead their digital marketing direction with confidence. With real-life examples and easy-to-follow diagrams that accurately visualize the core components of marketing strategy.

The world is moving towards universal connectivity at a dizzying rate; underpinning this complex system of incessant transaction, connection and digital experience is an infrastructure that generates a trail of data. This trail not only tells us about human behaviour, but provides vital insights into market dynamics, consumer behaviour, as well as the relationships we value and the culture we live in. Creativity and Data Marketing helps marketers access this data, find meaning in it and leverage it creatively to gain a competitive advantage. Creativity and Data Marketing addresses the need to analyse data creatively, and in particular how balancing tangible insights with creative market influence can maximise business innovation and results. The book clarifies where businesses can improve existing infrastructure, processes and activities, as well as finding new addressable markets ready to validate or rethink market demand. By identifying how and why a consumer interacts with touch points beyond paid media, for example forums, blog content, native advertising and word-of-mouth, Becky Wang presents a creativity and data blueprint on how businesses can make lucrative steps forward to innovate their products, services and communication strategies, laying the groundwork for long-term results. Online resources include bonus content covering analytics methods, evolving research, data platforms and more, and a creative brief template.

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara. Attribution modelling is the process of understanding and assigning credit to the marketing channels which eventually lead to conversions. The objective of attribution modelling is to understand the buying behaviour of your website visitors and to determine the most effective marketing channels for investment.What is this book about? This book has been written to help you implement attribution modelling in your organization. It will teach you to leverage the knowledge of attribution modelling while allocating your marketing budget and help you to understand your user's buying behaviour. In this book there is a strong focus on using Google Analytics and other Google tools and technologies, such as Google AdWords. I have explained various attribution models mainly in the context of Google Analytics.What is not included in this book? This book is not about traditional marketing mix modelling (MMM) or understanding and finding the optimal mix of the 4Ps of marketing (product, price, place and promotion). There are no chapters on regression analysis and predictive modelling. Consequently, there is little to no use of statistics in this book. This book is not about getting started with Google Analytics or how to master Google Analytics.What do you need to know in advance in order to benefit from this book? In order to get the maximum benefit from this book, you will need a working knowledge of Google Analytics and e-commerce. No knowledge of statistics or traditional marketing mix modelling is required.Who should read this book? Any person who wants to improve the online performance of their business and marketing campaigns should read this book. Online marketers, web analysts and data scientists will benefit the most from this book. If you have a strong background in traditional marketing mix modelling (MMM) you will benefit tremendously from this book because it will enable you to integrate attribution modelling data with your MMM data.

Advanced Customer Analytics provides a clear guide to the specific analytical challenges faced by the retail sector. The book covers the nature and scale of data obtained in transactions, relative proximity to the consumer and the need to monitor customer behaviour across multiple channels. The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design. A practical, no-nonsense approach to complex scenarios is taken throughout, breaking down tasks into easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. Advanced Customer Analytics does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards making the right choices for analysing their data.

The new edition of Marketing Communications delivers a rich blend of theory with examples of contemporary marketing practice. Providing a critical insight into how brands engage audiences, Fill and Turnbull continues to be the definitive marketing communications text for undergraduate and postgraduate students in marketing and related fields. The eighth edition, which contains two new chapters, reflects the changing and disruptive world of marketing communications. Throughout the text the impact of digital media and its ability to influence audience, client, and agency experiences, is considered. Each chapter has been extensively revised, with new examples, the latest theoretical insights, and suggested reading materials. Each of the 22 chapters also has a new case study, drawn from brands and agencies from around the world. Marketing Communications is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing, and is supported by the Institute of Practitioners in Advertising.

Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of

data analytics, marketing research, and customer relationship management.

B2B Digital Marketing Strategy is a decisive guide to the most recent developments in the field. It gives readers an overview of the latest frameworks and models, and shows how these can be used to overcome the everyday challenges associated with account targeting, data utilization, and digital campaign management. Intensely practical, B2B Digital Marketing Strategy helps readers get to grips with some of the more advanced and complex elements of B2B marketing. It expertly explains how to incorporate the latest digital methodologies into critical processes such as lead generation, customer retention and customer experience personalization. Packed with global case studies and examples, this book is an invaluable resource for any professional operating in the B2B space.

Native advertising: paid-for media that looks and behaves like the content around it. It affects us all. If you own a smartphone, use social media or read content online, you will have been exposed to it - often without realizing. Influenced by digital trends such as mobile advertising, programmatic advertising, ad-blocking, fake news and artificial intelligence, native advertising is a multibillion-dollar industry. It is central to the digital success of many leading brands and companies. This comprehensive study by one of the industry's foremost authorities explores the rise of this exhilarating new channel - its impact on the digital media space, and what marketers and businesses need to know about it. Native Advertising explores the future of digital advertising and explains why its growth is inevitable, using real-life examples and interviews from marketing leaders around the world and a range of case studies including The New York Times and The Independent. Native Advertising goes beyond sponsored posts on Facebook, promoted tweets and BuzzFeed branded articles. It looks at the heart of the matter: audience, budget, content and success measurement. It is full of first-hand advice for any marketer wanting to make the most of digital innovation.

The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

This user-friendly text book provides an engaging introduction to digital marketing to help you understand of the impact of digital channels on marketing operations. It introduces the essential terms, and practices of digital marketing and applies theory to explain the rationale for choosing to use a specific approach in a given context.

Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors. This book provides an all-encompassing, practical, and conceptual map of contemporary experiential case studies, which together offer insights into this exciting approach to customer experience. Experiential Marketing incorporates 36 international case studies from 12 key sectors, from technology, consumer goods, and B2B to luxury, events, and tourism sectors. With a selection of case studies from leading brands, such as Coca-Cola, Nutella, Chanel, NASA, The New York Times, Pfizer, and Amtrak, the reader will learn and practice the experiential marketing tools and strategies through these examples. Expert testimonials, practical applied exercises, and the author's online videos provide both theoretical foundations and concrete application. This is a must-read for advanced undergraduate and postgraduate Marketing and Customer Experience students and an excellent teaching resource. It should also be of great use to practitioners – particularly those studying for professional qualifications – who are interested in learning experiential marketing strategies and developing knowledge about the way big brands in different sectors are designing the customer experience online and offline. Online material includes lecture slides, a test bank of questions, an instructor's manual, and explanatory videos.

Adeptly address today's business challenges with this powerful new book from web analytics thought leader Avinash Kaushik. Web Analytics 2.0 presents a new framework that will permanently change how you think about analytics. It provides specific recommendations for creating an actionable strategy, applying analytical techniques correctly, solving challenges such as measuring social media and multichannel campaigns, achieving optimal success by leveraging experimentation, and employing tactics for truly listening to your customers. The book will help your organization become more data driven while you become a super analysis ninja! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Packed with insider tips and tricks, this how-to guide is fully revised to cover the latest version of Google Analytics and shows you how to implement proven Web analytics methods and concepts. This second edition of the bestselling Advanced Web Metrics with Google Analytics is the perfect book for marketers, vendors, consultants, and Webmasters who want to learn the installation, configuration, tracking techniques, and best practices of Google Analytics. Google Analytics is a free tool that measures Web site effectiveness and helps users better understand how web site performance; this book is a detailed usage guide written by one of the software's original creators Explains what filters keep data accurate, how to measure Flash usage and tag for e-mail marketing, and what visitor segmentation provides the most useful feedback Examines principles and practices of Web analytics, then shows how to use GA's reports and how to track dynamic Web pages, banners, outgoing links, and contact forms Discusses advanced setups for configuring goals and filters, how to integrate GA with third-party systems, and how to leverage the new API Advanced Web Metrics with Google Analytics, Second Edition is valuable for both novice and experienced users of Google Analytics.

Who is most likely to buy and what is the best way to target them? How can businesses improve strategy without identifying the key influencing factors? The second edition of Marketing Analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and data segmentation, to testing campaign effectiveness, pricing structures and forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models such as tobit analysis for customer lifetime value into everyday use. Whether an experienced practitioner or having no prior knowledge, methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application. Complete with downloadable data sets and test bank resources, this book supplies a concrete foundation to optimize marketing analytics for day-to-day business advantage.

With dramatic changes in consumer behaviour - from online shopping to the influence of social media - marketers are finding it harder than ever to coordinate, prioritize and integrate the latest interactive channels into their overall brand-building strategy. Despite hard evidence showing the importance of digital marketing, the emphasis often remains on traditional media, with the most common social media channels being used without centralized coordination or integration with a wider marketing and branding campaign. Multi-Channel Marketing

Ecosystems examines a fundamental game changer for the entire marketing industry - the seismic shift from a single TV-centric path to a multi-channel interactive ecosystem which puts digital technology at the heart of every campaign. With separate chapters on the remaking of marketing, the rise of the digital brand, conversion optimization, m-commerce, searchability in a multi-channel world and predictive marketing, Multi-Channel Marketing Ecosystems shows how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies – Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others – explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

Effectively select, align and manage digital channels and operations using this second edition of the bestselling guide, Digital Marketing Strategy. This accessible, step-by-step framework enables the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Ranging from social media, SEO, content marketing and user experience, to customer loyalty, automation and personalization, this edition features cutting edge updates on marketing automation, messaging and email, online and offline integration, the power of technologies such as AI, plus new data protection and privacy strategies. Accompanied by downloadable templates and resources, Digital Marketing Strategy is an ideal road map for any marketer to streamline a digital marketing strategy for measurable, optimized results. Online resources include lecture slides, activity sheets, practical implementation guides and templates, which will be regularly updated to equip readers as digital marketing continues to evolve.

This book provides a comprehensive approach to the study of policy analytics, modelling and informatics. It includes theories and concepts for understanding tools and techniques used by governments seeking to improve decision making through the use of technology, data, modelling, and other analytics, and provides relevant case studies and practical recommendations. Governments around the world face policy issues that require strategies and solutions using new technologies, new access to data and new analytical tools and techniques such as computer simulation, geographic information systems, and social network analysis for the successful implementation of public policy and government programs. Chapters include cases, concepts, methodologies, theories, experiences, and practical recommendations on data analytics and modelling for public policy and practice, and addresses a diversity of data tools, applied to different policy stages in several contexts, and levels and branches of government. This book will be of interest of researchers, students, and practitioners in e-government, public policy, public administration, policy analytics and policy informatics.

The Secret to Capitalizing on Analytics' purpose is to help start-ups, students, beginners and entrepreneurs understand how to use data to optimize and improve their business and marketing strategy. All businesses today, no matter what their size, need to know how their website is performing. Without analytics, there is no way for a company to know how their website is performing in terms of attracting, informing and converting visitors.In this book, you will learn how to get started with Google Analytics and how to set it up for optimal tracking. You will also learn to assess which marketing campaigns bring the best traffic to your website, which pages on your website are the most popular and how to extract information about your visitors. Information such as location, interests, age, behaviours and more so you can better understand your web traffic and capitalize on your marketing. You will also learn how to capitalize on the different trends and tools that are available.

An unbiased approach to the latest digital marketing models, offering students and practitioners a range of tools to implement in their digital marketing planning and strategy. Covering all aspects of digital marketing planning, and the latest digital marketing models, the book aims to provide a roadmap for a digital marketing journey. As such, its structure maps against the development of a digital marketing plan and concludes with a ready-made digital marketing plan template to download and adapt. In addition to this, the content is supported by case examples from real-world organizations, and a number of features throughout the chapters: Smartphone sixty seconds features in every chapter, to evaluate influencers in relation to the topic covered. Digital tool boxes introduce professional tools (for example how Google shares its aggregate data to inform marketers about shopping insights, trends and benchmarks Ethical insights provide a reflective and challenging look at social issues and the negative sides to marketing. The book is complemented by online resources for both instructors and students, these include PowerPoint slides, an instructor's guide, exercises and activities relating to each chapter, digital marketing planning documents, digital marketing model templates, quizzes, annotated recommended video links, links to free online tools and SAGE journal article recommendations. Suitable for digital and e-marketing courses on marketing and advertising degrees as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

This fascinating dictionary covers the whole realm of social media, providing accessible, authoritative, and concise entries centred primarily on websites and applications that enable users to create and share content, or to participate in social networking. From the authors of the popular Dictionary of Media and Communication, Daniel Chandler and Rod Munday, comes a title that complements and supplements their previous dictionary, and that will be of great use to social media marketing specialists, bloggers, and to any general internet user.

Digital Branding gives step-by-step, practical guidance on how to build a brand online. Through exploring topics like content marketing, social media, search optimisation and web analytics, Daniel Rowles develops a robust framework for brand planning, channel selection and measuring the effectiveness of your brand campaigns. Digital Branding contains real world case studies, a guide to the free and paid tools that can help measure digital branding in each of the different online channels, examples of social guidelines, process and policy and an original step by step digital branding process along with measurement techniques and guidelines.

This book offers a snapshot of the state-of-the-art in classification at the interface between statistics, computer science and application fields. The contributions span a broad spectrum, from theoretical developments to practical applications; they all share a strong computational component. The topics addressed are from the following fields: Statistics and Data Analysis; Machine Learning and Knowledge Discovery; Data Analysis in Marketing; Data Analysis in Finance and Economics; Data Analysis in Medicine and the Life Sciences; Data Analysis in the Social, Behavioural, and Health Care Sciences; Data Analysis in Interdisciplinary Domains; Classification and Subject Indexing in Library and

Information Science. The book presents selected papers from the Second European Conference on Data Analysis, held at Jacobs University Bremen in July 2014. This conference unites diverse researchers in the pursuit of a common topic, creating truly unique synergies in the process.

Attribution modelling is the process of understanding the customer purchasing journey and determining the most effective marketing channels/campaigns for investment at a particular point in time.A lot has been said about attribution modelling over the years. However, talking about attribution is the easy bit, implementing it is the real challenge.This book has been written to help you implement attribution modelling in Google Ads (formerly Google AdWords) and Facebook. This expert guide will teach you, how to leverage the knowledge of attribution modelling in order to understand the customer purchasing journey and to determine the most effective marketing channels for investment.In this book there is a strong focus on using Google Ads and other Google tools such as Google Analytics. I have explained various attribution modelling concepts, mainly in the context of Google Ads and Facebook. What do you need to know in advance in order to benefit from this book?In order to get the maximum benefit from this book, you will need a working knowledge of Google Ads, Facebook marketing, Google Analytics and ecommerce. No knowledge of statistics or traditional marketing mix modelling is required. This book has been written in plain English. As long as you understand English, you are good to go.What is not included in this book?This book is not about getting started with Google Ads, Google Analytics or Facebook marketing. The main emphasis of this book is on optimizing the online performance of your marketing campaigns through attribution modelling in the context of Google Ads and Facebook. This book explains attribution modelling only in the context of Google Ads and Facebook. It does not explain attribution modelling in the context of Google Analytics and other marketing channels, such as organic search, email, affiliate marketing etc.This book is not about traditional marketing mix modelling. It is also not about understanding and finding the optimal mix of the 4Ps of marketing (product, price, place and promotion). There are no chapters on regression analysis and predictive modelling. We are not going to predict or forecast any future sales or ROI in this book. Consequently, there is no use of statistics in this book. I recommend that you read the table of contents in order to get a good understanding of the topics covered within this book.Who should read this book?Any person who wants to improve the online performance of their Google Ads and Facebook marketing campaigns should read this book. Digital marketers, web analysts, conversion optimizers and data scientists will benefit the most from this book.

Predictive analytics has revolutionized marketing practice. It involves using many techniques from data mining, statistics, modelling, machine learning and artificial intelligence, to analyse current data and make predictions about unknown future events. In business terms, this enables companies to forecast consumer behaviour and much more. Predictive Analytics for Marketers will guide marketing professionals on how to apply predictive analytical tools to streamline business practices. Including comprehensive coverage of an array of predictive analytic tools and techniques, this book enables readers to harness patterns from past data, to make accurate and useful predictions that can be converted to business success. Truly global in its approach, the insights these techniques offer can be used to manage resources more effectively across all industries and sectors. Written in clear, non-technical language, Predictive Analytics for Marketers contains case studies from the author's more than 25 years of experience and articles from guest contributors, demonstrating how predictive analytics has been used to successfully achieve a range of business purposes.

This book highlights interdisciplinary insights, latest research results, and technological trends in Business Intelligence and Modelling in fields such as: Business Intelligence, Business Transformation, Knowledge Dissemination & Implementation, Modeling for Logistics, Business Informatics, Business Model Innovation, Simulation Modelling, E-Business, Enterprise & Conceptual Modelling, etc. The book is divided into eight sections, grouping emerging marketing technologies together in a close examination of practices, problems and trends. The chapters have been written by researchers and practitioners that demonstrate a special orientation in Strategic Marketing and Business Intelligence. This volume shares their recent contributions to the field and showcases their exchange of insights.

Mastering Attribution in Finance is a comprehensive guide to how attribution is used in equity and fixed income markets. Attribution in finance is a key investment and asset management process used in managed funds. A managed fund uses appropriate financial tools to make sure that the fund's value is maintained or increased. Attribution tools are used to analyse why a portfolio's performance differs from a benchmark. The difference between the portfolio return and the benchmark return is known as the active return. As with all Mastering titles, this book is written by an expert in the field. It will show you how to: Understand how attribution is used in equity and fixed income markets Improve your knowledge of the mathematics used in performance and attribution Assess in greater detail the effects top-down attribution and attribution on specific types of fixed income security Broaden your awareness of performance and return

Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

Weaving Analytics for Effective Decision Making helps managers unleash the power of analytics. It provides a roadmap for implementing analytics and securing a high return on investment for the organization. The book is meant primarily for decision makers, business leaders and business problem solvers who are engaged in decision-making roles in organizations. Several books have established the need for analytics in decision making; this book moves one step ahead and explains how managers can maximize the benefits of analytics in organizations. It spells out the sequence business managers should adopt towards building business intelligence-driven organizations. Practicing analysts will also find this book helpful in redirecting their focus from the technical aspects of analytics towards a business orientation whereby they can focus on the value addition that analytical outputs provide to support decision making. The book will guide them to tailor your analytics towards creating business value and showcasing the same.

Attribution Modelling in Google Analytics and BeyondIndependently Published

This two-volume set (CCIS 1229 and CCIS 1230) constitutes the refereed proceedings of the 5th International Conference on Recent Developments in Science, Engineering and Technology, REDSET 2019, held in Gurugram, India, in November 2019. The 74 revised full papers presented were carefully reviewed and selected from total 353 submissions. The papers are organized in topical sections on data centric programming; next generation computing; social and web analytics; security in data science analytics; big data analytics.

This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of rm strategy selection. The rst step in digital marketing is to understand your

company and your brand. The second step is to put content and keywords on your website so that they can be found in search. Third, use the other delivery platforms of digital marketing, e-mail, social, and mobile, to deploy that content to the customer. The nal topics in the book focus on the importance of data management and privacy. The author discusses how to develop a database and to create an organization that puts data quality at its center. These practices are as critical to digital marketing success as the delivery platforms. Without quality data, no digital marketing program can be successful.

The world of digital media is changing at a phenomenal pace. Constantly evolving technologies are transforming not just how we access our information but how we interact and communicate with one another on a global scale. Understanding Digital Marketing is a practical, no-nonsense guide to web marketing, the rules of new media and researching the new generation of digital consumers. Clear, informative and entertaining, it covers key topics such as search marketing, social media, Google, mobile marketing, affiliate marketing, email marketing, performance marketing, customer engagement and digital marketing strategies. One of the best-selling books in the industry, this third edition of Understanding Digital Marketing has been thoroughly revised with more information on core areas such as search, analytics, online PR and content marketing. Complete with in-depth insider accounts of digital marketing successes from brands including Harley-Davidson, Help for Heroes, MercadoLibre and the UEFA Europa League, it remains 'one of the most comprehensive yet easy-to-read books on digital marketing available' (The Marketer) and is therefore essential reading for both practitioners and students alike.

Drive marketing ROI with an investor's mindset and a proven toolkit Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions. This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight. Learn how to: Increase sales with smarter fund allocation Reduce marketing costs without sacrificing effectiveness Strengthen the role of marketing with quantified ROI Build capabilities for sustainable performance improvements Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.

We are in an era of massive disruptions in markets, media, management approaches and business models. These disruptions are being caused by rapid technological changes on the one hand and tectonic shifts in customer preferences and societal behaviour on the other. Marketing knowledge and practices have to advance at a significantly higher pace to address the changing context of market behaviour. Handbook of Advances in Marketing in an Era of Disruptions is meant to share ideas and new knowledge that are relevant to this world of disruptions. Leading scholars from around the world, who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices, have put forth their theses on how marketing thinking needs to evolve to keep pace with the market reality. This book is dedicated to Professor Jagdish N. Sheth and honours his sustained contribution as a management thinker, scholar, academician and corporate adviser in an illustrious career spanning over five decades.

Readers learn what data to collect, how to analyze it, and how to act upon it. They will learn how to develop everything from an executive level dashboard and ROI measurement to a deep analysis of a specific term or word to see how it can improve overall ranking.

Now in its fourth edition, the hugely successful Emarketing Excellence is fully updated; keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric e-marketing plans. A practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. This new edition seamlessly integrates social media technology like Facebook check-in, social networking, tablets and mobile applications into the mix, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes brand new sections on online marketing legislation and QR codes, plus an expanded section on email marketing, the most commonly used e-marketing tool. Offering a highly structured and accessible guide to a critical and far-reaching subject, Emarketing Excellence 4e provides a vital reference point for all students of business or marketing and marketers and e-marketers involved in marketing strategy and implementation and who want a thorough yet practical grounding in e-marketing.

This single-volume reference provides an alternative to traditional marketing research methods handbooks, focusing entirely on the new and innovative methods and technologies that are transforming marketing research and practice. Including original contributions and case studies from leading global specialists, this handbook covers many pioneering methods, such as: Methods for the analysis of user- and customer-generated data, including opinion mining and sentiment analysis Big data Neuroscientific techniques and physiological measures Voice prints Human–computer interaction Emerging approaches such as shadowing, netnographies and ethnographies Transcending the old divisions between qualitative and quantitative research methods, this book is an essential tool for market researchers in academia and practice.